

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

{CLEAN VERSION OF THE AMENDED CLAIM}

168. A system for displaying programming material to a user, the system comprising:

a printed magazine having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming material.

65  
183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an integrated service digital network (ISDN).

185. A system as defined in claim 179 wherein said "information

*BY  
cont'd*

PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

superhighway" data link comprises a cable television (CATV) line.

{EDITED VERSION OF THE AMENDED CLAIM}

168. A system for displaying programming material to a user, the system comprising:

    a printed magazine having at least one machine recognizable feature;

    a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

    an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

    a display unit for presenting said programming material.

183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an integrated service digital network (ISDN) [network].